

MACIE M. SAUNDERS

San Marcos, TX ☐ 214-478-1248 ☐ maciesndrs@gmail.com
<https://www.linkedin.com/in/maciesaunders/> ☐ Portfolio: <https://maciesaunders.my.canva.site/>

SUMMARY OF QUALIFICATIONS

- 2+ years of experience in Digital Marketing, Copywriting, Content Creation, Business Administration, Strategic Planning, Communication, Grassroots Marketing, Media Growth Efforts and Editing.
 - Proficiency in Instagram, Facebook, X, Tik Tok, YouTube, and LinkedIn.
 - 6+ years of experience with Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro).
 - Mastery of Microsoft 365 (Excel, Outlook, PowerPoint, Word).
 - Knowledge of film, music, and media trends
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EDUCATION

B.S. in Digital Media Innovation, Minor in Business Administration

Anticipated May 2026

Texas State University, *San Marcos, Texas*

- College of Fine Arts and Communications Council of Scholars, Dean's List
 - Delta Gamma Sorority – Zeta Eta Chapter
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OTHER TECHNICAL SKILLS

Hootsuite, Semrush, HTML, CSS, Shopify, Canva, WordPress, Wix, Journalism, Film Analysis, Photography, and Videography.

WORK EXPERIENCE

Marketing Intern

2026 Spring Semester

Austin Film Festival (AFF), *Austin, TX*

- Bring in filmmakers and screenwriters through engaging and concise copy used in newsletters, Instagram, and Facebook posts.
- Improve user experience (UX) through banner designs and blog posts on the Austin Film Festival webpage.
- Increase campaign efficiency by updating timelines and marketing calendars.
- Create social media content using graphics/film stills that are consistent with the festival's brand and target audience's interests.

Tour Guide

June 2025 – PRESENT

Wonder World Cave and Adventure Park, *San Marcos, TX*

- Lead tours of up to 40 people, engaging them with stories of science and history facts in an easily comprehensible manner.

Law Office Intern

June 2024 – August 2024

Saunders Walsh Attorneys | Counselors, *McKinney, TX*

- Enhance case preparation through special projects, including evidence and data management.
- Interact with legal professionals and clients and understand law office procedures.
- Make direct client contact, ensuring a positive and professional client experience.

Digital Marketing and Sales Associate

October 2023 – April 2024

Texas Titan Fitness, *San Marcos, TX*

- Expand the client base through targeted marketing strategies on Instagram, increasing engagement and outreach.
 - Create compelling content for the gym's advertisements, increasing brand visibility.
 - Interact directly with members, guiding them through the membership process and promoting monthly pass purchases.
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VOLUNTEER EXPERIENCE

Digital Design Intern

May 2025

Make Your Life Sweeter, *Dallas, TX*

- Create custom designs for use on luxury desserts and packaging
- Work hands-on at events to deliver the luxury dessert experience

Student Social Media Contributor

Fall 2023

Texas State Alumni Association, *San Marcos, TX*

- Increase audience engagement by creating and managing content for Instagram and Facebook as part of the Advanced Social Media and Analytics course.
 - Strengthen client's social media presence by using SWOT analysis to optimize social media performance.
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OTHER ACTIVITIES/INTERESTS

Interests: Film/TV, Journalism, Painting, Writing, Fashion Trends, Media Trends, Pop Culture Trends, Music, Nature Conservation, Law
